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R. Guillian
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RESEARCH REPORT

OF

THE GEORGE BROWN COLLEGE
OF APPLIED ARTS AND TECHNOLOGY

A Description of the Community it Serves,
of the Educational Aims of the College and
of its Proposed Developments

February 18, 1969

P R E F A C E

This report attempts to describe The George Brown College of Applied Arts and Technology and to make predictions about its role in the community over the next fifteen years.

Efforts are made to describe the community presently served by the College and the ways in which the College is satisfying the needs of its community today.

Following the review of the present environment and work of The George Brown College, the future social, occupational and transportation picture for this area is examined. The educational systems and programs which affect the College are also considered. Thus, some indications of the enrolment for which there should be planning in the period up to 1980 are obtained.

This leads to some suggestions regarding future facilities and services to be offered by the Community College of Toronto City with reasonable assurance that they will be useful well beyond the years for which specific statistical predictions can be made.

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THE COMMUNITY OF CITY AND PROVINCE

The George Brown College exists to serve people. The people of the City of Toronto and their work are examined. The needs of people of the Province who come to the College are also considered.

The People of the City ...

The population within the 1966 boundaries of Toronto, Swansea, and Forest Hill, the area for which the College is responsible, is 697,000.* The total numbers of this population have remained steady for the last decade, but its composition changes continuously. One factor in this change is an influx of immigrants, 50,000* in a typical year, the majority of whom find their first Canadian home in the City. *1 *2

Approximately 42 per cent of the City's people were not born in Canada. Among these people 44 per cent have paternal ancestry which is neither British nor French.* *3

Major groups in the population of the City only are as follows:* *1

British	52 %	French	4 %
Italian	11 %	Ukranian	4 %
German	5 %	Asiatic	2 %
Polish	4 %	Other	18 %

...but this does not fully describe the many interest groups among these people and the sub-groupings of the above nationalities. In terms of ethnic origin other than British, the distribution of our population is shown in figure 1.

Figure 2a shows in bar chart form the 1966 age group distribution for the City and for Metro as a whole for the range of ages providing most College students. From this chart we can see that the City has a particularly large proportion of its population in

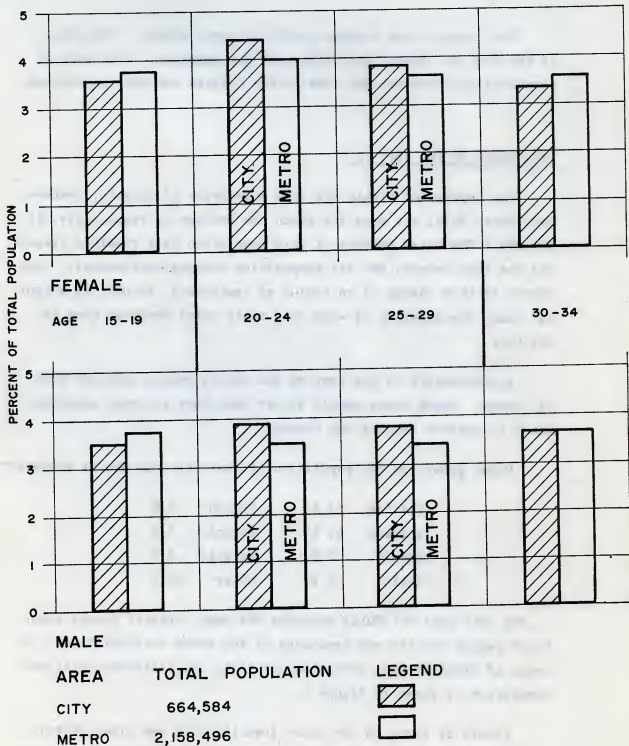


Fig. 2a **POPULATION PERCENTAGE**
YOUNG ADULTS BY AGE AND SEX FOR 1966
CITY vs METRO

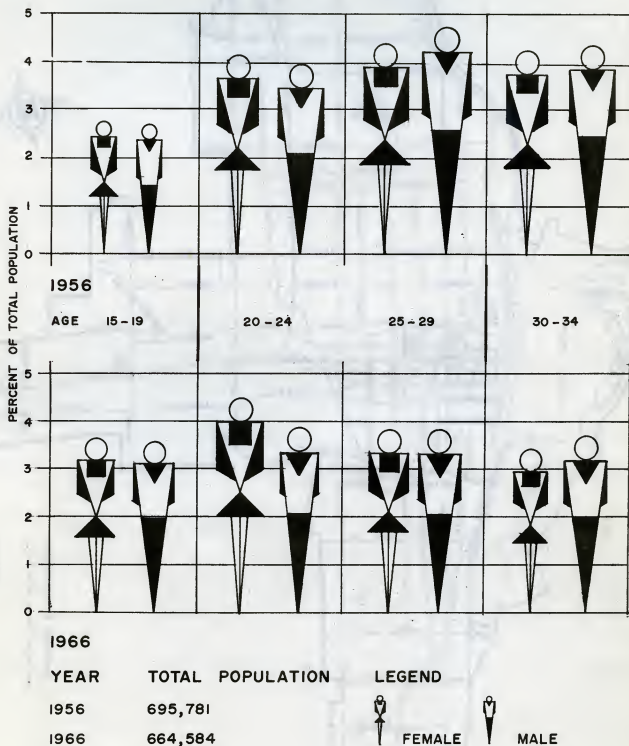


Fig. 2b

POPULATION PERCENTAGE
 YOUNG ADULTS BY AGE AND SEX FOR CITY
 1956 vs 1966

the 20- to 30-year age bracket as compared with the population of Metro.

Comparison with the population of the City in 1956 (figure 2b) shows how the percentage of young women is increasing. Other studies show that this is a characteristic of high-rise apartment development in the City.

...and their Work

Total City employment is close to 440,000. The map (figure 3) shows the geographic distribution of workers within the City.

A bar chart is provided at figure 4 with a breakdown of types of work which shows changes between 1960 and 1964. It also shows that workers in manufacturing are the largest group of City employees. They are followed by those in government and business employment.

Regarding manufacturing employment, Toronto has peculiar problems. This type of employment has declined slowly over the last twenty years. For companies that would have preferred to expand in the downtown area there was no economically available land. Although there were always smaller companies to take their places, the industrial expansion that the larger organizations promised has been forced out of the City. Simultaneously, expropriation and demolition eroded the stock of industrial premises. They were not replaced.

Nevertheless, with a manufacturing employment of approximately 110,000 the City provides 39 per cent of this type of work for the whole of Metro.*

In common with the rest of the metropolitan area, the City has a tremendous diversity of light industry and negligible heavy

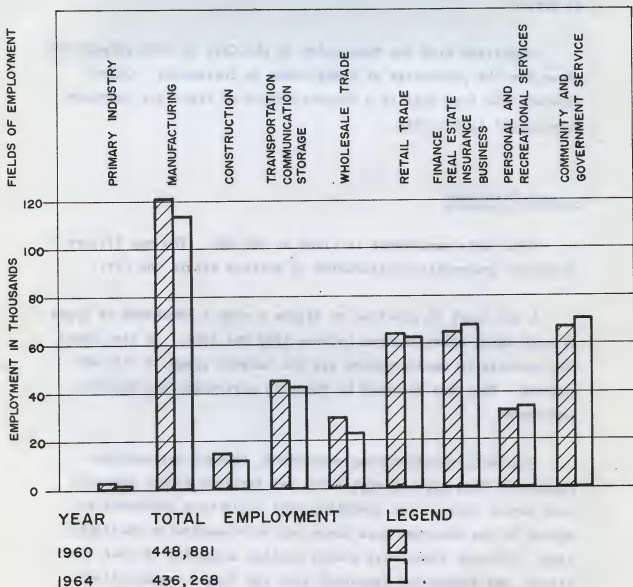


Fig. 4 FIELDS OF EMPLOYMENT IN CITY

and primary industry. The largest trade groups are in the fields of garment manufacturing, printing and publishing, machinery and metal products.

The garment trades are found in the Spadina, Bathurst, College, Queen area and are to a considerable extent dependent on low-cost immigrant labour. Printing and metal trades are more uniformly dispersed.

In contrast to manufacture, the commercial and governmental employers are increasing their labour force. Their level of employment increased from 134,000 to 139,000 between 1960 and 1964.*

*7

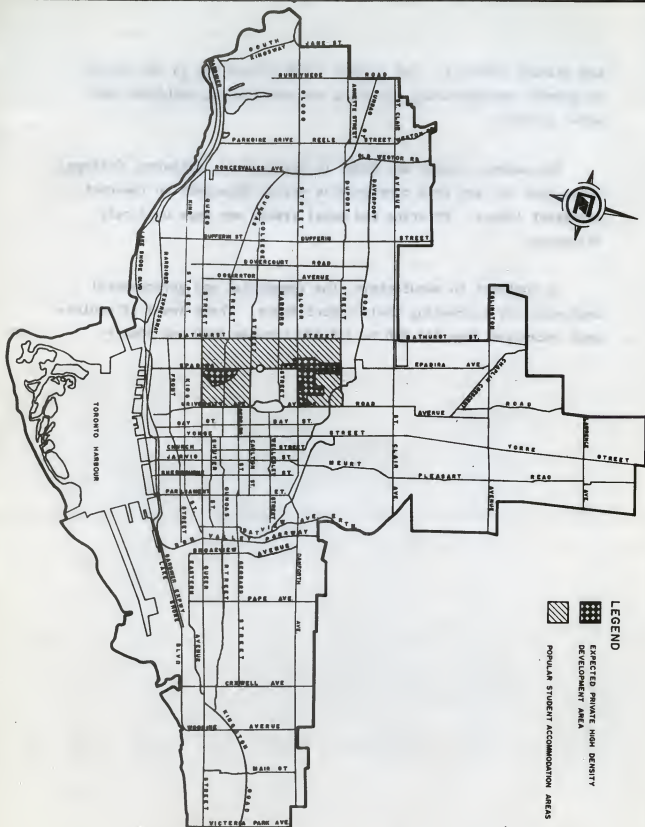


Fig. 5 STUDENT LODGING
ACCOMMODATION AREAS
IN GEORGE BROWN CAAT COMMUNITY AREA

People from outside Toronto

The George Brown College is also a college for the Community of Ontario.

People are drawn to the Metropolis to seek work, the society of the City, and their education. They are sent here as apprentices and as students in other specialized courses. In the heart of the City they find low-cost accommodation and a promise of action. They take up residence here.

In October 1968, from a sample of 3,450 college students, 634 stated that they had Ontario homes outside Metro. (Only 90 reported homes outside Ontario.) The St. Catharines/Welland region led other Ontario districts by virtue of numbers of students claiming homes in that part of the Province. It was closely followed by the Hamilton, Barrie/Midland and Kitchener districts.

Certain courses are of particular interest to this group of students. These are Electrical Construction, Carpentry, Steamfitting, Plastics, and Child Care Worker.

A map (figure 5) shows the area in which many of these out-of-town and overseas students find accommodation. The long-range planning department of the City has commented upon the expected development of this area as follows:

1. In the northern section bounded by Dupont, Bloor, Bathurst, and Avenue Road, there will be pressure on existing low-density housing by private developers in the area west of Spadina Avenue (Expressway) and to the north of Bloor Street, between Spadina and Avenue Road.

2. The character of the area between Bloor and Dundas

is not expected to change substantially.

3. City redevelopment of the Alexandra Park area for public housing has already taken place.

4. The south-west corner of the area bounded by Spadina, University, College, and Queen is expected to experience new private high-rise development. Other parts of this area may be redeveloped by the university.

In general, no sudden change in the amount of available student accommodation is expected within the next ten years. Nevertheless, there will be continuous pressure causing gradual reduction in the availability of the type of accommodation now providing lodgings for students. This, combined with an increased number of students requiring accommodation, can be expected to cause difficulty in the latter part of the period being considered.

THE GEORGE BROWN COLLEGE

To give an overall picture of the College as it is at this time its general aims are reviewed. Comment on some features of its student body and teaching faculty is provided. Some general statistics of the fixed assets and finances of the College complete the picture.

To show how The George Brown College uses these resources to meet the needs of the community with courses offered a comparative chart is given in figure 6.

Present General Aims of The George Brown College

The general aims of the College are to provide for the educational needs of the City of Toronto in those areas which are not the legitimate concern and responsibility of the universities, the public school system, or business and industry. This means that it will be concerned with both vocational and avocational needs, and with preparation for employment. It will provide for individual needs and assist business and industry in developing necessary manpower resources. Also, it will use its resources to provide research facilities for business and industry in problems that relate to the application of methods and materials.

It is to be hoped that the community at large, and the individuals that comprise it will regard the College as a resource to be exploited.

It is also to be hoped that the College will be flexible enough to respond to all legitimate demands placed upon it and, where desirable, take its various services with mobile or other accommodation into the community to locations where they will prove most effective.

The Student Body...

The College has a total attendance of 5,600 divided into 1,800 day students and 3,800 attending extension classes.

The changing variety of the community is reflected among these students. Almost half (46 per cent) were born outside the country. For Metro the figure is 35 per cent and is headed by those born in the United Kingdom.* Among The George Brown College students the number born in the United Kingdom is fourth, exceeded by those who were born in Italy, Germany and Trinidad. A recent survey shows that 26 per cent of The George Brown College students do not normally speak English in their homes. The following languages are more commonly used: Italian, German, French, Chinese, Greek, and Portuguese.

*3

It is clear that Canadian assumptions regarding behaviour and educational or social background must be used with care when considering this student body. This applies to both the College administration and the Student Council.

It is to be expected that the extension class students would be an adult group. In fact, their average age is thirty-one. Among the day students there are also many mature adults. In day classes the average age is twenty-three, and a typical student may have been at work for two or three years prior to enrolling at the College.

Considering age groups within the City population, The George Brown College is receiving the following approximate percentages of each group as full-time students:

Age	%	Age	%	*
15 - 19	0.40	25 - 29	0.22	
20 - 24	0.81	30 - 34	0.11	

*1

Enrolment of female students is a negligible proportion of the female population.

Of present students the majority (85 per cent) come from homes where the parents had no post-secondary education. Of those students educated in Canada (60 per cent), the level of education when they left school was -

Grade 8 or less... 10.4 %	Grade 11... 11.5 %
Grade 9 8.1 %	Grade 12... 38.2 %
Grade 10 24.5 %	Grade 13... 5.5 %

Among the 40 per cent of the George Brown College who were educated abroad the level of education is suggested by the number of years of school completed. The proportion of these students reporting each level of education is as follows:

5 years or less	- 11.5 %	of students educated abroad			
6 "	- 3.0 %	"	"	"	"
7 "	- 2.8 %	"	"	"	"
8 "	- 7.0 %	"	"	"	"
9 "	- 6.0 %	"	"	"	"
10 "	- 17.8 %	"	"	"	"
11 "	- 13.3 %	"	"	"	"
12 " or more	- 38.6 %	"	"	"	"

The community has given The George Brown College the responsibility of continuing the education of mixed groups of adults and young people representing sixty-one countries and perhaps twice that number of cultures. Within these groups society requires that each individual be encouraged to achieve preconceived levels of skill and knowledge.

The Teaching Faculty...

Ultimately entrusted with the communal responsibility laid on The George Brown College are 214 full-time instructors. Their average age is forty-one. They come from backgrounds nearly as diverse as their students. More specifically they bring to the City a wealth of occupational know-how with less emphasis upon academic background than upon other fields of learning: 92 per cent of these teachers have been drawn from business and industry. Their special dedication is evidenced by the numbers who sacrificed the higher earnings of industry for the fulfilment of teaching.

With age, experience and dedication, The George Brown College has an ideal team to relate to adults in need and to guide youth in perplexity.

...and Support Staff

Backing the instructors and aiding the students are 210 staff members generally included in the following departments:

President's Office	General Office	Printing Dept.
Registrars' Offices	Payroll Dept.	Food Technology
Bursars' Offices	Maintenance Dept.	Dept.
Principals' Offices	Purchasing Dept.	Resource Centres
Chairmen's Offices	Goods Receiving Dept.	Book Stores
and Departments	Health Centres	

Accommodation

The College is presently housed on three main campuses in temporary accommodation as follows:

Floor space - Nassau Street	200,000 square feet
Dartnell Avenue	95,000 " "
Teraulay Street	<u>120,000</u> " "
TOTAL	<u>415,000</u>

Fixed value in buildings - \$4,268,584
equipment - \$2,500,000

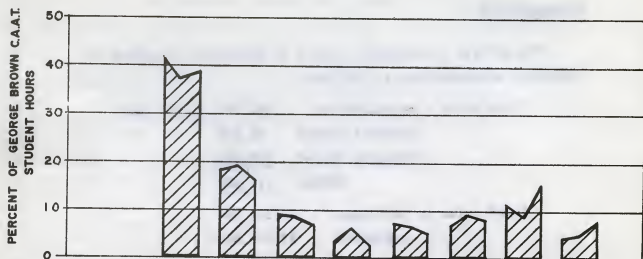
With the exception of 50,000 square feet at the Dartnell Avenue Campus, the accommodation is inadequate to the needs of the College.

Courses and the Community

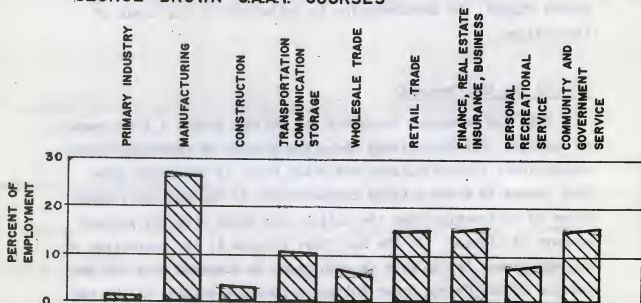
With the resources described the College offers a great variety of courses. For convenience these are grouped to correspond with occupational classifications for which there is community data. Each course is given a value corresponding to the maximum student-hours of instruction that the College can offer with the present numbers of classes. In the bar chart (figure 6) the percentage of the employment in the City in each group is compared with the proportion of The George Brown College's teaching devoted to the corresponding courses. It will be noted that the changes in employment in each group, and recent and predicted changes in enrolments, are also shown.

With these facts it can be seen that The George Brown College has a powerful teaching organization. It is given a task which challenges the administration and faculty to respond sensitively to the ever changing needs of an extraordinarily complex social community.

In a fast developing picture the offerings of the College have been compared with the demands of the City. The changes in the community which affect these demands can now be examined.



GEORGE BROWN C.A.T. COURSES



CITY EMPLOYMENT

LEGEND



GEORGE BROWN
C.A.T. COURSES



CITY EMPLOYMENT

Fig. 6 **GEORGE BROWN C.A.A.T. COURSES**
vs
CITY EMPLOYMENT

THE CHANGING ENVIRONMENT

People are the most important element of the College environment. The population trends of the City of Toronto in terms of numbers, age group breakdown, and ethnic make-up are reviewed.

In providing vocational courses, the College must study developments in City employment. The total employment picture for the future and some occupational groupings are examined.

The demand for college services is dependent on accessibility of the College to residents of Toronto, the rest of Ontario, other Canadian provinces and countries abroad. The transport systems connecting the College to these communities are constantly developing. Their development is discussed.

As a post-secondary teaching institute, The George Brown College builds upon the work of the public schools. Their planning affects the future of this College. The development of representative secondary schools across Metro and of secondary schools of particular importance to the College has been discussed with principals and heads of guidance.

Labour training, and particularly apprenticeship training, is of great importance to the College. Future developments in this area are considered.

Because The George Brown College is undertaking new responsibilities for the Manpower Training Program, the past characteristics and future of this program are discussed in detail.

A Changing Population

For the last twenty years the number of people within the boundaries of the City has remained nearly constant. In the period from 1966 to 1980, however, an increase of 6 per cent is expected.* Building of high-rise apartment complexes and the increased cost of housing in the suburbs contribute to this change. For the whole of Metro a population increase of 31 per cent is expected from 1966 to 1980 bringing the total population to 2,460,000.*

The steady building of high-rise apartments within the City will affect The George Brown College by changing the age distribution of the population. A study of census data for a city high-rise complex (St. James Town), and two similar areas of substantial apartment development shows close agreement in these changes. The following age distribution appears typical for this type of housing. The distribution figures for the whole city are shown in brackets.*

Age Group	Percentage of Total Population	
	Males	Females
15 - 19	0.85 % (3.52 %)	2.54 % (3.49 %)
20 - 24	7.09 % (3.88 %)	12.79 % (4.46 %)
25 - 34	<u>14.12 % (7.61 %)</u>	<u>14.65 % (7.26 %)</u>
Total		
For Apartments	<u>22.06 %</u>	<u>29.98 %</u>
For the whole city	<u>(15.01 %)</u>	<u>(15.21 %)</u>

During the past seven years an average of 3,400 apartments have been built each year. Nearly all of these are in high-rise buildings. It is the view of Toronto City Planning Board that 60,000 to 70,000 apartments could be built in the City by 1981. However, there is doubt that City land can be assembled fast enough to permit this rate of building. It is more likely that 50,000 to 60,000 units will be built.

Without any increase in the City population this will result in an increase of the 15- to 34-year-old group by about 24,000 people. These will take the place of younger children whose presence in apartments will not be encouraged. It should be noted that about 14,000 of these people will be women. The large majority of these will be single or childless.

Apartment building also affects the City by concentrating very large numbers of people in a limited area. At this time City planning is considering apartments which would permit 500 people per acre.* A specific example of this effect is a census tract in the City* which contained 6,500 people in 1966 and contains an apartment development (St. James Town) which alone can house 8,240 people next spring. Future building will extend this development to accommodate more than 17,000 people.

*9

*10

The areas where high density accommodation will be encouraged are shown on the map, figure 7.

Immigration for the Future

Immigration can fluctuate greatly from year to year, but it has a continuing effect upon the City and upon student enrolment. Most important factors in deciding the level and character of immigrants coming to Canada are -

1. Economic and political conditions in the country of origin;
2. Economic conditions in Canada;
3. Canadian Government policy;
4. The characteristics of particular ethnic groups already established here;
5. The cultural climate in Canada (Quebec)

Economic and political factors abroad affect the numbers of immigrants Canada receives from particular countries in a dramatic way, but are impossible to predict reliably over the time scale being considered. However, the Canadian Government is trying to offer more equitable treatment to immigrants from all parts of the world.* This policy should reduce the effect of conditions in one area upon our total immigrant figures.

*19

Economic conditions in Canada will probably undergo short-term periods of decline and improvement between 1969 and 1980. Nevertheless, prospects are reasonably good. There is no reason at this time to foresee a reduction in immigration due to long-term economic conditions here.

Canadian Government policy is to solicit immigrants with a higher level of education.* This receives more consideration than the presence of a community of any particular nationality already in Canada. So it is to be expected that Government policy

*19

will lead to a steadier intake of immigrants with better education.

The higher educational requirements will mean that Toronto receives a lesser proportion of rural people among future immigrants. Although there has long been a tendency for immigrants to settle in Canadian cities, future immigrants will adapt to city life more readily. In the past the rural immigrant in the large city has sought the protection of his own people within small areas of the city. This tendency will not be so great in future.

Because the better educated immigrant believes that wider employment opportunities should be open to him, he is less willing to accept unskilled employment, even to start his new life. He can be resentful towards a society which requires him to start at a menial task. The better educated immigrant does not need basic education but increasing numbers of them will need training to adapt their skills to Canadian requirements.

Government policy requires better educational levels from the unsponsored immigrant. On the other hand, sponsored immigrants continue to enter the country with less previous education. Certain ethnic communities in Toronto have provided sponsorship for large numbers of their fellow countrymen. The Greek and Italian communities are outstanding in this regard. We may expect that the educational needs of such communities will continue to include basic academic upgrading.

If emphasis upon unilingualism continues in Quebec, it can be expected that immigrants who do not speak French will be deterred from settling in that Province. It is likely that the majority of these people would come to Ontario and increase the total number of settlers here.

The figures below show a steadily rising trend in the number of immigrants coming to Ontario annually and the estimated arrivals in Toronto. For the reasons given above it would be unwise to

make firm predictions for the next decade. Nevertheless, it is reasonable to expect that immigration may continue at present and somewhat higher levels.

	Immigration* Arrivals in Ontario	Estimated Arrivals in Toronto	*11 *2
1967	116,850	78,000	
1966	107,621	68,000	
1965	79,702	51,000	
1964	61,468	39,000	
1963	49,216	32,000	

Effective training by The George Brown College and other training institutions will help immigrants to find a satisfactory life in Canada. Their success will encourage others of their nationality to follow them. In this way the College can contribute to higher levels of immigration in the future.

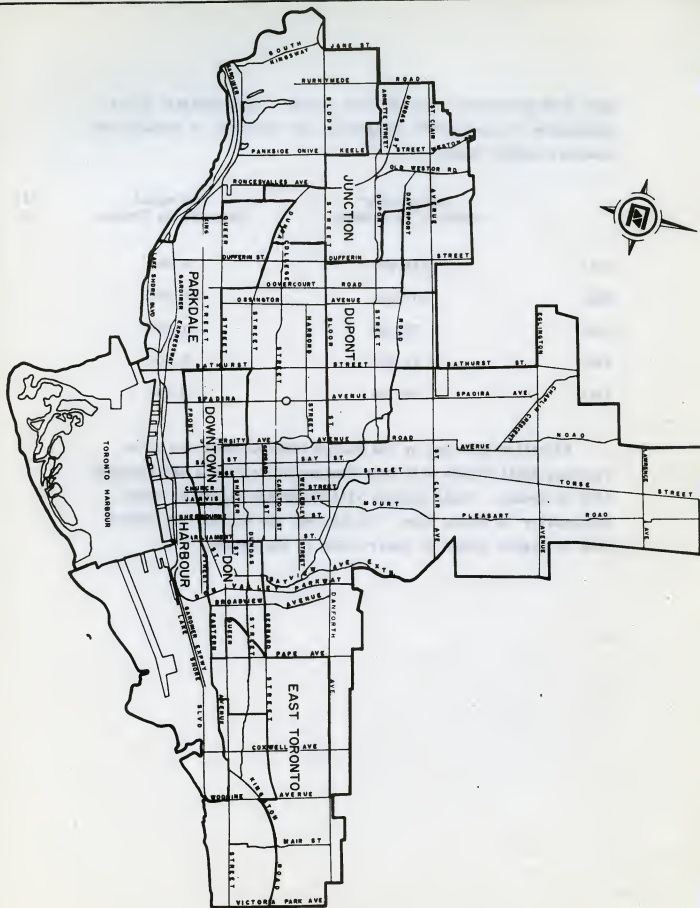


Fig. 8 REFERENCED INDUSTRIAL AREAS

IN GEORGE BROWN CAAT COMMUNITY AREA

Employment into the 70's

By 1980 it is expected that employment in the City will have risen by 13 per cent from present levels to approximately 520,000 people. In the same period the Metro work force will have risen 28 per cent to just over 1,000,000 people.*

*12

City planning documents* separate employment statistics into specific occupational groups. Information relevant to the future development of each of these groups is reviewed below. Some conclusions are derived.

*7

1. Manufacturing

For many years the number of people working in manufacturing in the City has declined. However, with 26 per cent* of all City employment it is worth looking more closely at some of the types of manufacturing represented in the City.

*7

In common with the rest of Metro, manufacturing in the City is diversified. Nevertheless, the following emerge as major sources of employment:* Textile manufacture

*5

Printing and allied trades

Iron and steel fabrication

Manufacture of metal products

Food processing.

Of these, printing and textile manufacture are concentrated in specific areas of the City. Printing employs approximately 16 per cent of manufacturing workers in the "Downtown", "Harbour" and "Don" regions (figure 8). In the "Downtown" and "Parkdale" areas approximately 40 per cent of the manufacturing employees, the majority women, work in the textile industry concentrated in that part of the City.*

*5 & 6

Studies in 1961 and 1965* showed the continuing strength of these industries. Printing is located close to a major and

*5 & 6

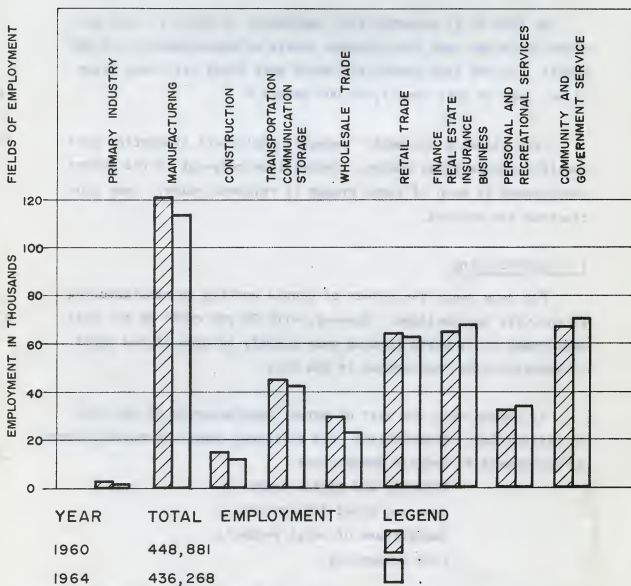


Fig. 4 FIELDS OF EMPLOYMENT IN CITY

expanding market in the commercial and government activity of the City. The textile manufacturers prefer to locate close to their competitors and to their wholesale outlets in the city centre.* Nearby are the homes of large numbers of European immigrants who provide low-cost skilled labour. It is worth noting that the educational needs of these workers in the field of English language skills are of importance to the College.

*6a

Iron and steel fabrication, metal product manufacture, and food processing are found in nearly all areas. The studies referred to above confirmed that the strength of the metal working trades was being maintained in the areas studied. There is insufficient data to illustrate developments in the food processing business. Nevertheless, the presence of large concentrations of people in the City and a convenient transport system should support this industry.

In general, for reasons noted on page 5, a pattern of large numbers of small manufacturing businesses has been established for the City. This characteristic and the diversity of manufacturing represented is also true of Metro as a whole. Conditions in the City, however, are likely to cause this situation to persist into the future. While conforming to this pattern, and the limits of a steady or slowly declining share of the work force, the evidence indicates that present types of City manufacturing will be continued.

2. Primary production industry

Primary industry has been a very small part of the Toronto employment picture for the last twenty years. It does not show any signs of providing more than 1 per cent of the work force in the next ten years.*

*13

3. Construction

In 1964 construction in the City employed less than 3 per cent of the work force. This was a reduction from the 1960 figures.* In 1968 the number of workers in this industry for the whole of Metro

*7

was only 6.4 per cent of total industrial employment.* For the City it is noted that in contrast to the rest of Metro major projects are confined to apartments and offices. There is no industrial construction. It does not seem likely that any substantial part of the City work force will be involved in construction in the seventies.

*4

4. Transportation, communication and storage

The proportion of workers employed in the transportation and communication industries in the Metro area fell from 6.9 per cent to 5.5 per cent between 1951 and 1961.* Within the City the proportion of workers in this business remained at a steady 10 per cent in the early sixties* and figures for Metro as a whole show a very small increase during the past two years.* Taken together these figures suggest that these industries will continue to employ a small part of the labour force with little change in the numbers of people involved.

*13

*7

*4

5. Wholesale and retail trade

In the wholesale business City employment declined sharply from 6.8 to 5.3 per cent of the work force between 1960 and 1964.* This illustrated a general trend in business. It is noted that the big retail organizations are dealing directly with manufacturers and are eliminating the separate function of the wholesaler. The trend is magnified within the City where many wholesalers were in business. Statistics for City employment confirm a slight increase in the proportion of the work force absorbed by retail businesses which rose to 15 per cent of total employment.* These developments are expected to continue.

*7

*7

6. Commercial business, community and government service

Finance, real estate, insurance and business service has shown an increase in employment and in the average size of employer. The same is true for community and government service. Statistics for the City only, between 1960 and 1964* showed that

*7

these groups together increased their employment from 30 to 32 per cent of the City work force. At this rate of increase 40 per cent of the City workers would be employed in these fields by 1980. This expansion is expected by Metropolitan Toronto Planning Board staff whose studies of employment in the city centre* show office workers increasing from 50.5 to 56.5 per cent of downtown employment over the same period.

*15

Personal and recreational service is also an area of increasing employment. The trend has been up for nearly twenty years and recent statistics show that employment should now be more than 35,000 or 8 per cent of the City work force.*

*7

To summarize, for the next ten years, we expect to see substantial increases in commercial and government service employment. Manufacturing will remain an important source of work and employment may stabilize. Employment in personal and recreational services will increase. Retail sales may provide a little more work. All other types of employment are likely to take up a declining share of the work force.

WORTH AMERICAN AIRLINE
WORTH TO TORONTO

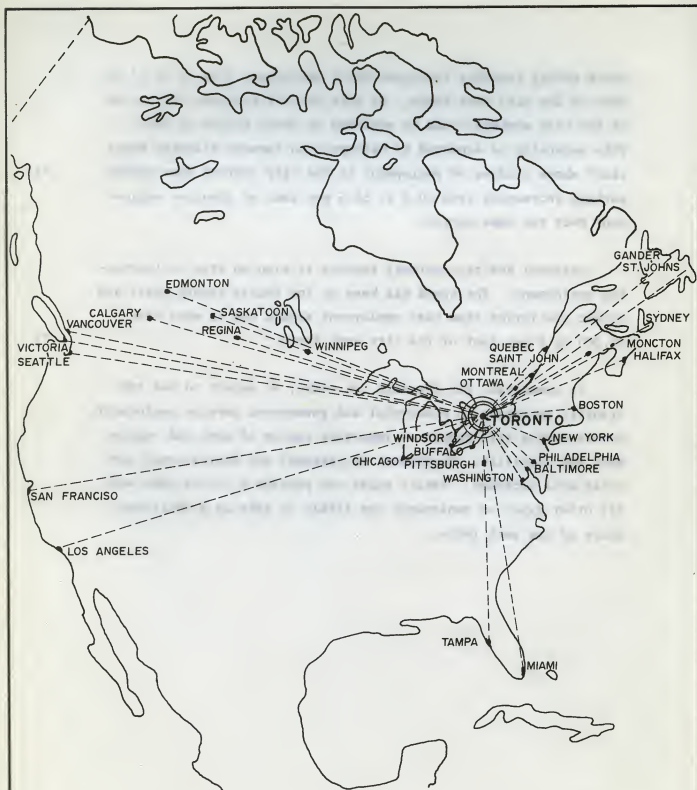


Fig. 9 NORTH AMERICAN AIRLINE
ROUTES TO TORONTO

Transportation

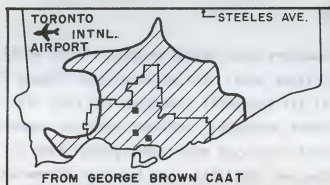
Modern transportation brings peoples of the world to The George Brown College area. The attached map (figure 9) illustrates the continental air transport situation for this city. As a result of this route structure, combined with low promotional fares for youth, Toronto receives many young people from all over the continent. Downtown facilities and low-cost accommodation in the City attract and hold these people when they arrive here. Air Canada's orders for Jumbo Jets and supersonic aircraft are associated with planning for a larger Toronto airport; it is expected that by 1980 Toronto International Airport will handle four times as many passengers as at present. The George Brown College may expect to become involved with the immigrant part of these additional thousands, the part which will most probably settle in the city centre.

It is to be expected that in countries overseas the College's reputation will spread. Underdeveloped areas, in particular, badly need the technicians we can train. Yet, such countries often lack post-secondary institutions to provide them with the specialists they must have. Air transportation will bring these students to Toronto. Low-cost accommodation at the city centre will bring them to The George Brown College.

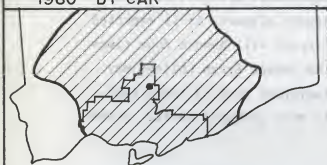
For those who are settled in the city centre and come to The George Brown College for education, there is no daily transport problem. For approximately half of our students, however, consideration of commuting problems may determine whether an individual will go to The George Brown College, or another college, or no college at all. Here the College is particularly fortunate, and the situation promises to swing in its favour in the 1970's. The philosophy of Metro in planning transportation is underlined by the following quotation from the 1964 Report on the Metropolitan Toronto Transportation Plan:* "Perhaps the best measure of the adequacy of the proposed transportation system lies in the degree

*16

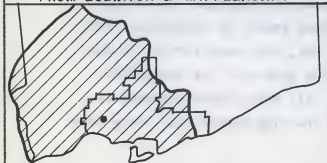
1968 - BY CAR OR TRANSIT



1980 - BY CAR



FROM EGLINTON & MT. PLEASANT



FROM DUNDAS & RONCESVALLES



FROM DANFORTH & WOODBINE

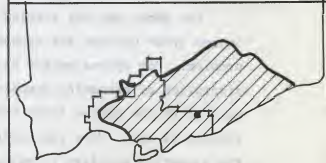
1980 - BY TRANSIT



FROM EGLINTON & MT. PLEASANT



FROM DUNDAS & RONCESVALLES



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**Fig. 10 30 MINUTE JOURNEY
DISTANCES COMPARED**

of accessibility which it will provide throughout the area, and for the central area in particular." The Metro transportation network being considered for 1980 is shown in figure 11.

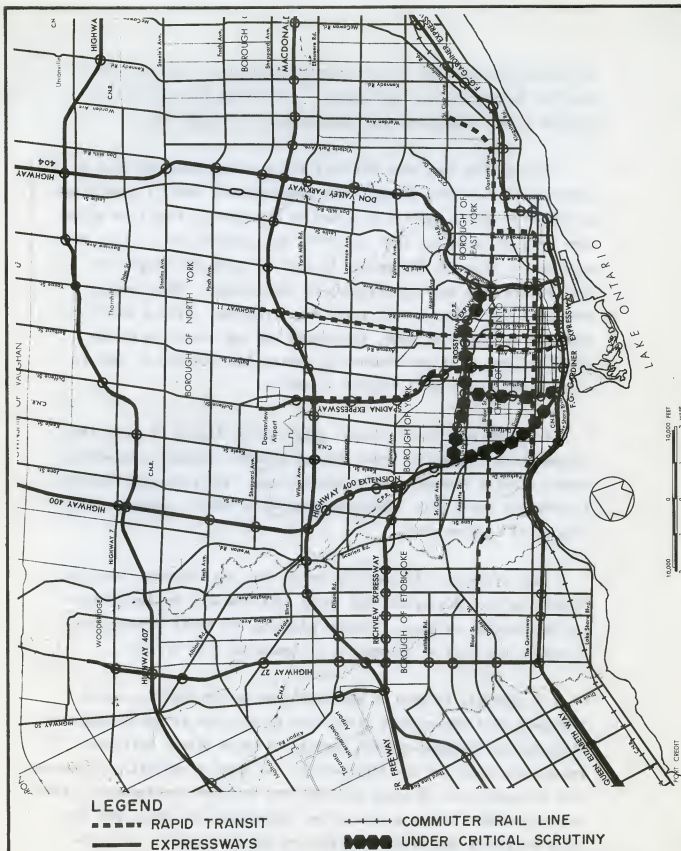
Despite the fact that the work force in the downtown area is expected to rise only modestly the proportion of Metro's population within a 30-minute driving distance is expected to rise from 33 per cent in 1961 to 49 per cent in 1980. More significantly, this is an increase from 542,000 people in 1961 to 1,115,000 people in 1980 within this driving distance of the College. Using public transport the difference is still more striking. With a sixfold increase of subway mileage, the number who can reach The George Brown College in thirty minutes increases from 336,000 in 1961 to a projected figure of 1,036,000 in 1980.*

*16

To illustrate these changes graphically, figure 10 shows the region which The George Brown College students report to be within thirty minutes journey time of the College. The situation expected in 1980 for three city locations selected by Metro transport planning staff is also shown.

Many students will continue to use bus and streetcar service. Streetcars will disappear, but their function will be replaced by trolley coaches or buses. Future planning for these services is flexible, and will be determined by demand as this arises.

In general, it must be expected that in the future, public transport will become more attractive in relation to the automobile. Planning for extended subways appears to be on firmer political ground than that for new expressways. It must be emphasized, however, that enormous sums of money are involved in these developments. Metro can only afford 3/4 of a mile of new expressway per year, and the funds available for transportation are not increasing. Over the period being considered fiscal and political changes may significantly alter the planned system and more particularly, its timing. Should decisions be considered which are dependent upon long-term transport system changes, these changes should be studied in depth.



Secondary School Development

After visits to schools with the largest representation in our student body and discussions with heads of guidance at schools representative of each school board in Metro, the following points emerged as significantly affecting the future enrolment of The George Brown College.

1. Proportion of 15 - 19 Age Group in Secondary School

The percentage of this age group attending high schools rose sharply throughout Metro between 1956 and 1961. It then levelled off between 76 per cent and 83 per cent in the large suburban boroughs of Etobicoke, North York and Scarborough.* In Toronto there was less initial growth, but growth did continue between 1961 and 1966. For the period to 1980 there appears to be a good prospect of growth of the Toronto City secondary school population due to an increase of the percentage of the age group attending school.

*1, 3 & 17

2. Acceptance of C.A.A.T. Education by Students and Parents

Parents and students are still cautious about the desirability of proceeding from high school to a community college. After graduation from secondary school, taking courses at Ryerson Polytechnical Institute or entering a small American college is accepted as desirable.

3. Growth of the 4-year Arts and Science Courses

The birth of the Colleges of Applied Arts and Technology was the salvation of the 4-year Arts and Science courses. These courses attract students with an interest in further education. It is widely noted that graduates from the Arts and Science stream are at present the most likely 4-year group to proceed to post-secondary education. The increase in their numbers should increase community college enrolment. However, care should be taken to match the content of college courses to the Arts and Science background which usually includes less practical experience than the Science, Trade and Technology courses provide.

4. An Increasing Trend to Post-Secondary Education among 4-year Science, Technology and Trades Graduates

An increase in the proportion of 4-year Science, Technology and Trades graduates proceeding to apprenticeship and to community colleges has been observed. The proportion taking the latter choice is increasing.

5. Availability of Unduplicated Courses at The George Brown College

Guidance personnel normally expected their students to attend the local college unless an alternative college offered a more suitable unduplicated course. It was apparent that the prospects of The George Brown College being recommended to students in the suburban boroughs depended upon the availability here of attractive unduplicated courses. Fortunately, The George Brown College is strong in this respect, Ryerson Polytechnical Institute being the next close contender.

6. Promotion of The George Brown College Courses

It was interesting to note the importance attached to the names describing courses. Status image of the course for which a student was enrolling was of great importance to him and his parents. This was particularly noted at the Bendale "2-year" High School where academic levels are lowest.

There is uncertainty with some principals and heads of guidance concerning the comparative qualities of Ryerson Polytechnical Institute and The George Brown College courses. Additionally, it was found that the Principal of Central Technical High School was uncertain whether The George Brown College could provide courses which were a logical extension to some of the more advanced courses offered at that school.

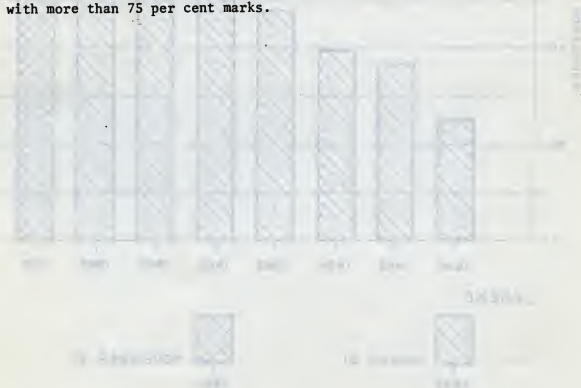
7. The Decline of "Ryerson" Courses at High Schools

It was noted that Bathurst Heights Secondary School used to offer the first year of Ryerson courses at their school. This had been discontinued. The Danforth Technical School still offers this course,

but it is likely that it will be discontinued in the next five years. It is felt that the Ryerson-bound student may be more settled in the Ryerson environment than he would be remaining at high school.

8. Attitudes among 5-year and Honours 4-year Students

At this time, the 10 to 30 per cent of Grade 13 students who do not qualify for university entrance are likely to look to Ryerson Polytechnical Institute or a small American college for further education. The same is true of approximately 15 per cent of the 4-year students who will graduate from the 4-year course with more than 75 per cent marks.



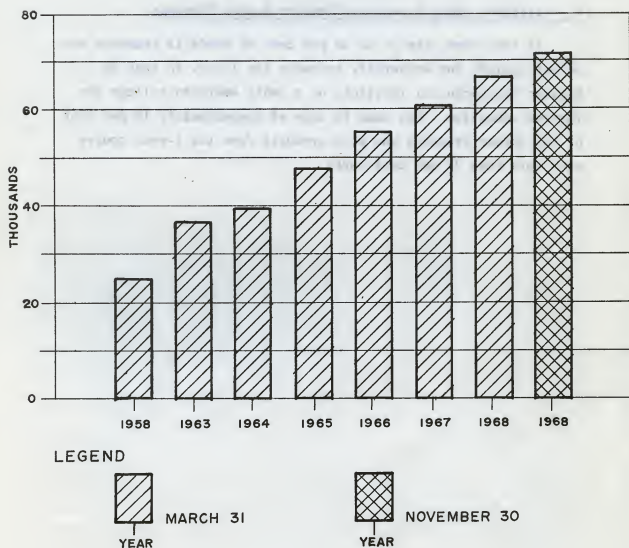


Fig. 12 APPRENTICESHIP REGISTRATIONS

Into the Future of Labour Training

For The George Brown College, labour training may prove the most dynamic field of expansion. Factors contributing to this are discussed below. At the same time, the apprentice program which is familiar, may become only one among a number of training plans now developing.

For apprentice programs the figures below and figure 12 show the pattern of expansion to date.*

*18

<u>Period</u>	<u>Total Registrations</u>	<u>No. of Journeymen Added to Work Force</u>
30 Years 1928 to 1958	24,876	13,403
5 Years 1958 to 1963	11,619	7,056
5 Years 1963 to 1968	30,204	13,191
<u>Increase over previous 5 years</u>	160 %	87 %

In future years, an annual growth rate of 10 to 15 per cent is expected in this or related programs. Since 1964 three factors have contributed to this growth rate:

1. More active promotion of apprenticeship by the Provincial Government;
2. A changing attitude among employers to this type of training and more investment by them in apprenticeships;
3. Federal Government support encouraged by the relatively low investment required.

An inhibiting factor is a steep rise in per diem costs charged by community colleges. This seems to apply to new community colleges in remote areas who may be asking for \$9.00 to \$14.00 per day. The expected increase in demand for training will force the Government to use the services of Colleges of Applied Arts and Technology able to offer charges in the \$6.60 region, even where this is not geographically most convenient.

In the long-term another factor may increase the amount of apprenticeship training handled by Colleges of Applied Arts and Technology. It is expected that the proportion of in-school training in apprentice programs will be changed and that the present total of 23- to 24-weeks of institutional training may be increased to between 40 and 50 weeks.

To provide perspective to these potential increases of activity it is noted that only 1 per cent of the work force, spread over 120 trades, is involved in the present apprenticeship programs.

The College must be concerned whether Government at both levels will support this expansion financially. However, the Provincial and Federal Governments are giving priority to adult education. Furthermore, the Government contributes only about 10 per cent of the total cost of apprentice programs. A cost/benefit analysis is proceeding. This may emphasize the desirability of more formal courses within industry combined with institutional training.

At the same time, there are experiments with new training techniques. The original apprenticeship training is splitting and expanding into -

1. Apprenticeship,

2. Short-term on-the-job training combined with related training by a local community college,
3. Block building programs in which educational institutions provide blocks of related training. The college work is co-ordinated with training in the industry, but does not require apprenticeship.

It is possible that the short-term and block building programs will reduce the growth rate of apprenticeship. However, the amount of academic training should increase.

The direction of development is much affected by union attitudes. In craft oriented industries, such as construction, unions

expect the apprentice system to provide protection of employment in their craft. They are naturally reluctant to see any changes in the present system. In the industrially oriented steel, pulp and paper, and chemical workers' unions there is less resistance to development.

Apart from these established lines of development, there may develop a demand for training plans to upgrade the technician and trade skills of immigrant workers. Work in hand at the International Institute will give guidance in the related teaching of occupational English.

In general The George Brown College now receives the larger part of the provincial apprentice training work for which the College has facilities. Subject to the continuation of reasonable costing the College should maintain its share of this work. The George Brown College is well suited to participation in work for immigrants. However, there is a reluctance to bring immigrant and other students from the more remote parts of Ontario to Toronto if any other training site is available. All too often trainees from these regions, exposed to the attractions of the City, leave their hometown for good soon after their stay in Toronto. There should also be caution in the running of fee-paying courses in competition with the apprentice plans. The existence of these courses can discourage support of apprenticeship by employers.

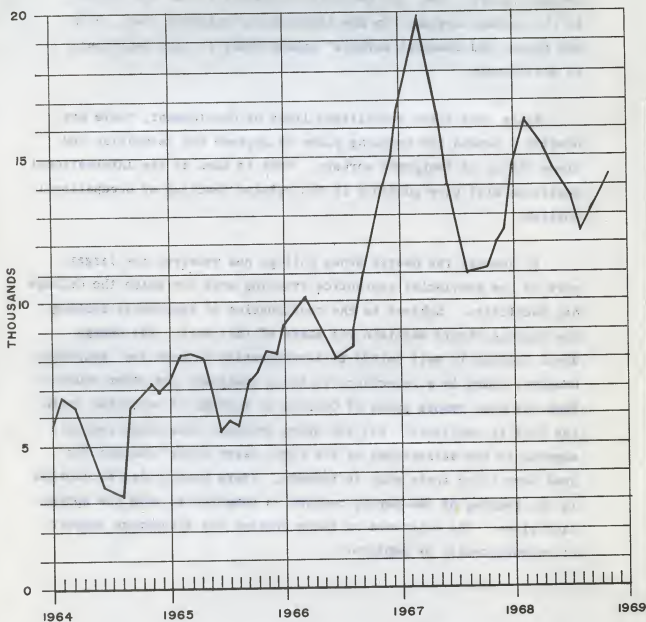


Fig. 13 GROWTH OF MANPOWER
TRAINING PROGRAM IN ONTARIO

The Development of the Manpower Training Program

The George Brown College provides instruction for residents of Toronto who are unemployed or underemployed if they have worked at least three years. These people, with residents of other parts of Ontario who have need of specialized courses, are referred to The George Brown College by Manpower and Immigration Centres. Their training is paid for by the Federal Government.

Past statistics show a steady rise in the number of trainees in Ontario since the beginning of 1964. Indeed, there has been growth since 1961. Figures 13 and 14 illustrate this growth for the Province and the City.

In predicting the future for Manpower Training Programs, there are four affecting factors:

1. Government funding;
2. Condition of the economy and unemployment levels;
3. Variation in population;
4. Level of immigration.

Future government funding is most unpredictable. The money supplied by the Federal Government on a year to year basis is subject to influences originating outside this province, and occasionally outside Canada. A recent example was the emergency fund set up at short notice to provide language training for Czech refugees. Furthermore, Canadian political pressures in the next decade may drastically alter the administration of these funds.

For these reasons major investments based on long-term expansion of these programs should be considered with great caution. Nevertheless, the other factors listed might be used as indicators of enrolment for this program for short-term predictions.

The condition of the economy and the resulting level of employment affects the monthly demand for this type of training. It also

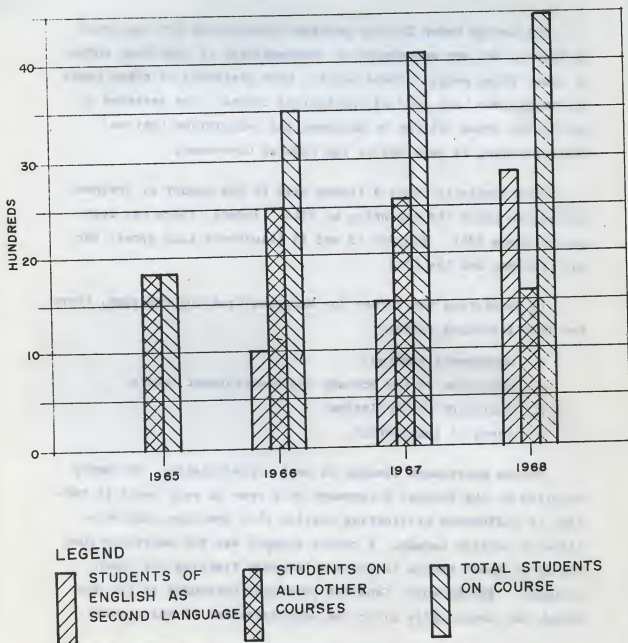
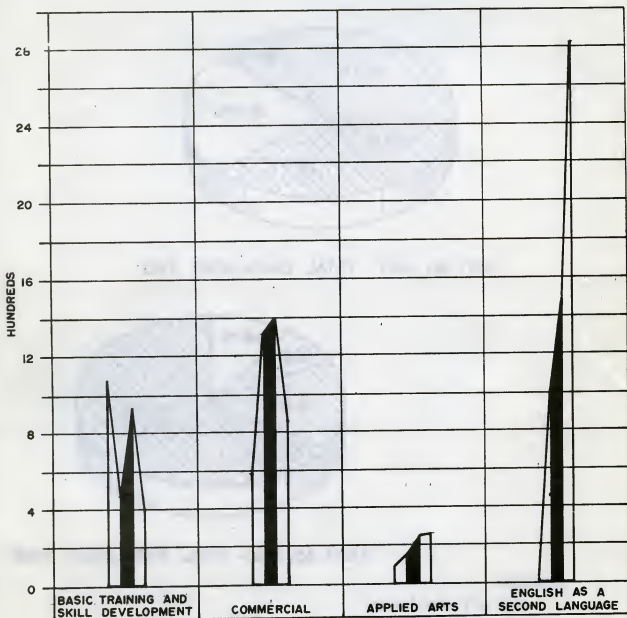


Fig. 14 MANPOWER TRAINING STUDENTS IN TORONTO

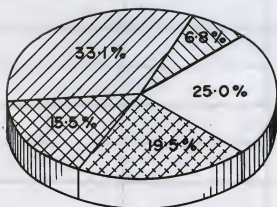


LEGEND

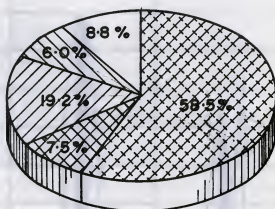


STUDENT ENROLMENT

Fig. 15a MANPOWER TRAINING COURSES
BREAKDOWN IN TORONTO



SEPT. 30, 1967 - TOTAL ENROLMENT 3743



SEPT. 30, 1968 - TOTAL ENROLMENT 3658

LEGEND

1967-PIT, PITO & PIAAT

REFERRED ENROLMENT



1968-GBC & CENTENNIAL CAAT

REFERRED ENROLMENT



COMMERCIAL



OTHER



BASIC TRAINING FOR
SKILL DEVELOPMENT



ENGLISH AS A
SECOND LANGUAGE

Fig. 15b DIVISION OF MANPOWER TRAINING
BY COURSES IN TORONTO

forms a political climate which favours or inhibits more spending in this field. This is a longer term effect.

With an increase of the population, there must be a greater potential demand for Manpower Training. Furthermore, it is an increase of the population between the ages of 20 and 65 that is significant. While the population of the City may increase only modestly in the next decade, large increases in the population of Metro and a great increase in the numbers of younger people in the work force are to be expected.

The immigrant population of Toronto is making tremendous demands upon English teaching resources in particular, and also upon the general financial resources of the Manpower programs. At least 65 per cent of the funds available for the City are devoted to this work, and this in contrast to 30 per cent for the Province. It appears that the Federal Government plans to ensure that the immigrants it has brought here learn English. This strengthened attitude has strained the whole program. The Government is also encouraging a higher level of education for emigration to Canada. The new immigrants may have a greater need for the Basic Skill Development courses to help them adapt themselves to our society. For the City, the influx of immigrants can generate a strong demand for Manpower courses. It is necessary to watch for the uncertainty that this group and these aspects of the federal immigration policy in Ottawa introduce into future planning. This difficulty is illustrated in the diagrams of figures 14, 15a and 15b.

In conclusion, if cautious predictions must be made in this area, an increase of 5 per cent per annum should be suggested for the City. The Ontario Department of Education is working to restore the balance of courses which was so violently disturbed this year. Also, efforts are being made to restore the temporarily interrupted growth of the total program in the City. We might, therefore, look for an increase of funds allocated to the Basic Training for Skill Development courses and to the Commercial courses, all of which have been most successful in the past.